

EVENT SELECTION
DATA SHEET

DATE: November 7, 1984

CITY/STATE: Memphis, TN POPULATION: _____
FESTIVAL: Memphis in May
LOCATION: Downtown Memphis on Mississippi River
DATES: 5 weekends in May ATTENDANCE: 800 M
CONTACT NAME: Tim Austin TITLE: Executive Director
ORGANIZATION: Memphis in May (independent production company)
PHONE: 901-525-4611
FESTIVAL ACTIVITIES: Different theme for each weekend: country,
international children, jazz and rock, sunset symphony w/fireworks

PREVIOUS SPONSORS: Federal Express, Holiday Inn, Coppertone
CURRENT SPONSORS: Same
1985 BUDGET: No estimate yet
CLIENT TO SPONSOR FIREWORKS: Yes
CLIENT TO SAMPLE: Yes
CLIENT ALLOWED BOOTH FOR GIVEAWAYS: Yes
ENTRY TICKETS NUMBERED: No - admission free
CLIENT ALLOWED SIGNAGE: Yes - size limitations - they make their
own big signs with sponsor names
ORGANIZATION TO HANDLE ALL P.R. AND MEDIA-RELATED ADVERTISEMENTS
(POSTERS, PROGRAM, RADIO, TV, ETC.): yes

IF ENTRY FEE REQUIRED, CLIENT ALLOWED 100 FREE TICKETS: _____
HOW MANY LOCAL TV STATIONS: 5 RADIO: 20 NEWSPAPERS: 1
ADDITIONAL INFORMATION: They have custom tee-shirts for each
sponsored event.

ATTACHMENT yes

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